

RESOLUTION NO. 20060302-036

WHEREAS, Austin is rated as the #3 city in the country for Digital Media/Entertainment development; and

WHEREAS, in 2005 U. S. computer and video game software sales were \$7 Billion and more than 228 million computer and video games were sold, almost two games for every household in America; and

WHEREAS, broadband households in the U. S. are expected to increase from 49% in 2006 to 65% by 2009, thereby increasing the availability of Digital Media/Entertainment to U. S. households; and

WHEREAS, local film directors are recognized leaders in the field of Digital Media/Entertainment and utilize local game development talent in these productions; and

WHEREAS, the City has taken substantial steps, such as partnering in the development of the Austin Studios, to encourage and enhance the Film and Digital Media/Entertainment industry in the Austin area; and

WHEREAS, in order to assure continuing and effective support for local Digital Media/Entertainment productions, the City must have access to current and accurate information about the state of the Digital Media/Entertainment industry in Austin; **NOW, THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That the City Manager is directed to procure an economic impact study of the Digital Media/Entertainment industry, including the identification of opportunities to assist the industry in its Digital Media/Entertainment activities in the Austin area; and

BE IT FURTHER RESOLVED:

That the City Manager is directed to structure the study to:

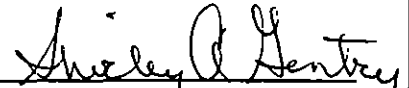
- 1) Measure the economic and fiscal impact of the Digital Media/Entertainment industry in the Austin area;
- 2) Benchmark Austin against comparison communities and review best practices;
- 3) Identify key concerns of the local Digital Media/Entertainment industry, including services and facilities that are currently lacking, attraction and retention of employees, and identify opportunities;
- 4) Develop policy recommendations and implantations strategies; and

BE IT FURTHER RESOLVED:

That the City Manager require a first draft of the study within 120 days of the contract.

ADOPTED: March 2, 2006

ATTESTED:


Shirley A. Gentry
City Clerk